

Mr. Don Werlinger
June 9, 1998
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5) Recent similar station sales in and around like radio markets.

Based on conclusions reached from my analysis, I believe that KFCC-AM should be appraised at \$210,000.

Mr. Werlinger, please contact me if you have any questions.

Very truly yours,


John W. Saunders

JWS/sj

EXHIBIT 6

Water Area.....497.7
 Vital Statistics, 1991
 Births.....717
 Deaths.....301
 Marriages.....456
 Divorces.....202
 Registered Voters.....18,513
 Retail Sales.....215,593,318
 Total Wages.....333,900,325
 Unemployed.....14.8%
 Average Weekly Wage.....\$531.86

Climate:

Annual Average Temperature:
 90 degrees - Summer
 47 degrees - Winter
 Annual Average Humidity . 74%
 Annual Average Precipitation 43 "
 Prevailing winds..... SSE

Air Quality: Attainment Area - No Permitting Required

Growing Season: 296 Days

Communications:

Radios: Three: local: KMKS 92 FM -
 KIOX 97 FM
 KXGJ 101.7

 Newspaper: The Daily Tribune (daily)
 Matagorda County Advocate
 (weekly)
 Television: CATV Service Local
 Houston (Four Commercial)
 Houston (One PBS)

Taxation:

City Real Property Taxes

| Evaluation | Rate/\$100 | Assesment Ratio |
|------------|------------|-----------------|
| City | .49 | 100% |
| County | .275 | 100% |
| State | 0 | 100% |
| School | 1.25 | 100% |

Municipal Sales Tax-----8.25%

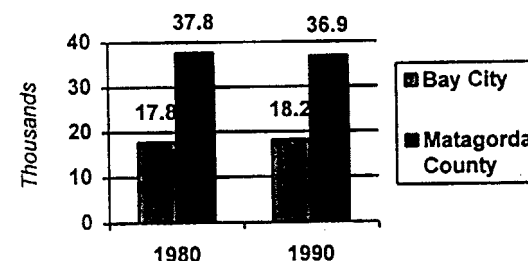
State Taxes

State Retail Sales Tax-----6.25%
 State Corporate Income Tax-----None
 State Individual Income Tax-----None
 State Gasoline Tax (cents/gal.)-----.2
 Franchise Tax-----The
 greater of either .25% on net taxable capital
 assets or 4.5% on net taxable earned surplus.

Demographics/Population

Population :

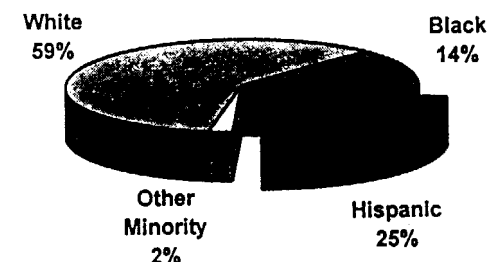
Population Comparisons



Texas Employment Commission as of July, 1994:

| City/County | 1980 | 1990 |
|-------------|--------|--------|
| Bay City | 17,837 | 18,170 |
| Matagorda | 37,828 | 36,928 |

Population Composition Matagorda County



CERTIFICATE OF SERVICE

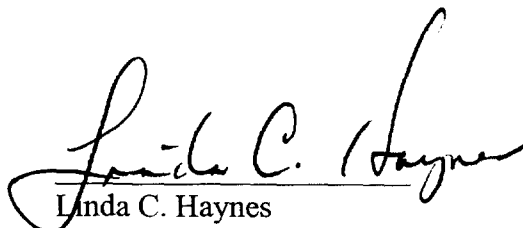
I, Barbara Guzzly, a secretary in the office of Shook, Hardy & Bacon, L.L.P., do hereby certify that a copy of the foregoing Reply to the Mass Media Bureau's Opposition to Petition for Reconsideration was hand delivered this 18th day of June, 1998, to:

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Chairman
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Linda C. Haynes